

Message Text

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PAGE 01 GUATEM 03004 222223Z
ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 W
-----081973 230534Z /23

R 222118Z MAY 78
FM AMEMBASSY GUATEMALA
TO SECSTATE WASHDC 0341
INFO AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA
AMEMBASSY MANAGUA
AMEMBASSY SAN JOSE
AMEMBASSY MEXICO

UNCLAS GUATEMALA 3004

E.O. 11652: N/A
TAGS: BEXP GT
SUBJ: FY 1980 PROMOTION EVENT SCHEDULE

REF: STATE 123972

1. EMBASSY SUPPORTS CATALOG SHOW ON BUILDING AND CONSTRUCTION
SUPPLIES AND EQUIPMENT IN JULY 1980. WE ASSUME THIS IS SAME
EVENT PREVIOUSLY MENTIONED AS POSSIBILITY FOR MAY 1979.

2. WE ARE NOT VERY ENTHUSIASTIC ABOUT AGRICULTURAL MACHINERY
AND EQUIPMENT IN SEPTEMBER 1980. WE ARE ABOUT TO HOLD SIMILAR
EVENT HERE AND ALTHOUGH THERE WOULD BE TWO YEAR GAP, WE BELIEVE
THAT IT WOULD MAKE MORE SENSE TO PROMOTE DIFFERENT THEME IN
VIEW OF THE LIMITED NUMBER OF PROMOTIONS AVAILABLE TO US. WE
WOULD PREFER BEING INCLUDED IN HEALTH CARE EQUIPMENT CATALOG
SHOW (WHICH WE HAVE NEVER HAD) AND WHICH WAS RATED NUMBER 2
IN OUR FY 1980 BEST PROSPECTS.

3. GUATEMALA'S BIENNIAL TRADE FAIR INTERFER '79, IS
SCHEDULED FOR OCTOBER 31-NOVEMBER 13, 1979 AND WE HAVE JUST
RECEIVED FOREIGN MINISTRY NOTE URGING US TO PARTICIPATE.
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GUATEMALA A-125 OF DECEMBER 14, 1977 DISCUSSED EMBASSY'S
INTENTION TO RECOMMEND OFFICIAL US PARTICIPATION IN INTERFER
'79 IF IT APPEARS THAT IT WILL BE AS WELL ORGANIZED AS
INTERFER '77. POST INITIATED AND FINANCED US PAVILION AT
INTERFER '77 WAS VERY SUCCESSFUL AND MANY LOCAL IMPORTERS OF
US PRODUCTS EXPRESSED INTEREST IN BIGGER US PAVILION AT
INTERFER '79. PRINCIPAL UNCERTAINTY NOW IS SITE FOR INTERFER

'79. WE RECOMMEND THAT COMMERCE SUPPORTED US PAVILION AT
INTERFER '79 BE MADE OPTION NOW FOR PROMOTION IN FY 80.
SITUATION SHOULD CLARIFY ITSELF ENOUGH WITHIN NEXT SEVERAL
MONTHS FOR US TO MAKE FINAL RECOMMENDATION ON US PARTICIPATION.
ANDREWS

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